

JUNE 29, 2024

BIGGEST BLOCK PARTY

#Ace100

LOCAL MEDIA RELATIONS

Overview

Hosting an event brings opportunities for media coverage in your local community. For Ace's Biggest Block Party event, there are three windows of opportunity to conduct media outreach:

1. **Week of June 10: Save the date** – This is your initial announcement and media alert to let the media know your Ace store is hosting a Biggest Block Party event and should be conducted 2-3 weeks in advance of the event on June 29. This is also the best time to post your event to online community calendars.
 - a. Google "community calendar/events + plus their city," or most news channels have links to them
2. **Week of June 24: Event this weekend** – About a week from the event, you should do another round of outreach or follow-up to ensure the event is on media radar and event calendars.
3. **Week of July 1: Event highlights** – This outreach is discretionary, but if you have any great images or stories from your event, you can send another pitch to the media with a recap highlighting your event success.

Source Media Contacts

In order to conduct media outreach for your store, you need to have a solid database of local reporters. Follow these simple steps to build a list for your store:

Print and Online Media

1. Research the print newspapers and regional magazines in your area.
2. Identify the reporters who are covering the following topics, or "beats."
 - a. Business/retail
 - b. Local events
 - c. Community news
3. Visit the website for each local paper and find the "contact us" page. Often times you will find a directory of reporter contacts.
4. If a directory of reporter contacts is not available, call the main phone number and ask for the appropriate contact's email and phone number.
5. If you are already working with an advertising contact at the local paper, ask your existing contact for an introduction to the newspaper editor.
6. Many newspapers also have a generic inbox for media submissions. Such as, "News@localmedia.com." Be sure to capture this email address for your media list.
7. Don't forget event listings! Many local outlets allow the public to post or submit events to community calendars. This is a great way to spread the word about your event.

Broadcast Media

1. Make a list of the TV networks that broadcast local news in your community.
 - a. Most markets have at least three, such as ABC, NBC and CBS. Other outlets to look for are FOX and Public Broadcasting.
2. Visit the website for each TV station and find the "contact us" page. Often times you will find a directory of TV station contacts. You want to look for the following titles:
 - a. Producer
 - b. Assignment Editor
 - c. News Assignment Editor
 - d. Assignment Desk
3. If a directory of reporter contacts is not available, call the main phone number and ask for the appropriate contact's email and phone number.
4. If you are already working with an advertising contact at the TV station, ask your existing contact for an introduction to the newsroom.
5. Many TV stations also have a generic inbox for news tips. Such as, "Tips@localmedia.com." Be sure to capture this email address for your media list.

Build and Maintain Your Local Media List

Gather all of your media contacts into a database, such as Microsoft Excel. Keep track of the name of their media outlet, the reporter's name, phone number and email address. You should also track when you reached out to them and their response.

The media industry has high turnover, be sure to refresh your media list annually.

Draft Your Pitch Emails

There are five very important things to keep in mind when pitching the media:

1. In today's fast-paced environment, most reporters wear many hats. They often are their own photographers, editors and writers. Because of that, you want to make their job as easy as possible!
2. Reporters are busy and they are always on deadline. Make your pitch email compelling, short and informative.
3. Reporters rarely plan more than two weeks in advance. While you might want to pitch your event a month ahead of schedule, you'll be more successful if you reach out closer to the event date.
4. Breaking news will always supersede local community news. Reporters are at the mercy of the news cycle so if something else is going on, don't count on local media attending your event.
5. If the media don't show up to your event, it's not a lost cause! Send your media contacts good quality photos from your event (i.e. a crowd having fun) with a detailed caption that includes first and last names, titles of everyone photographed.

Sample Pitch and Media Alert Template

Hi, [Name],

My name is [first and last name], I am the [owner/manager] of [store name].

I am excited to let you know that in celebration of Ace Hardware's centennial year, we are hosting a 100th Anniversary Block Party on Saturday, June 29, 11am-2pm. We would love to have you or someone from your team join us to cover all the action.

[Highlight the top 1-2 details happening at your event.]

Please see the media alert below for complete details. Let me know if you can help spread the word and join us onsite.

Warmest regards,

[Name]

[Phone]

[Email]

[Store address]

MEDIA ALERT

FOR IMMEDIATE RELEASE

When: Saturday, June 29, 2024, from 11 a.m. – 2 p.m. XT

Where: [Store/event address]

What: In honor of Ace Hardware's 100th anniversary, Ace stores, including [Store name], across the country are coming together to host the 'Biggest Block Party.' [Insert community] residents are invited to come celebrate with us as we fire up the grills and serve delicious barbeque for our neighbors. The block party will also include [food trucks, a DJ/live music, pet adoption, police/fire truck, movies in the park, giveaways.] [Insert additional details about your event as needed.]

We're proudly donating [XX% of the day's sales] to [Children's Miracle Network].

For more information, visit www.acehardware.com and follow us on social media at [insert handle.]

Onsite

Contact: [Name]

[Phone], [Email]

About Ace Hardware

Ace Hardware is the largest retailer-owned hardware cooperative in the world with over 5,800 locally owned and operated hardware stores in approximately 60 countries. Headquartered in Oak Brook, Ill., Ace and its subsidiaries operate an expansive network of distribution centers in the U.S. and have distribution capabilities in Ningbo, China; and Cuautitlán Izcalli, Mexico. Since 1924, Ace has become a part of local communities around the world and known as the place with the helpful hardware folks. For more information, visit acehardware.com or newsroom.acehardware.com. For more information on Ace, visit acehardware.com or visit our newsroom at newsroom.acehardware.com.